



## **JOB DESCRIPTION: DIRECTOR OF RETAIL**

### **INTRODUCTION**

At Age UK Wyvern, we believe in communities where older people live well. We have undergone significant change and expansion over the last 2 years and have an exciting future ahead. To support this future, we are embarking on an ambitious strategy to grow and diversify our income streams, and we are looking for a dynamic Director of Retail.

Retail is a cornerstone of our income generation strategy. Our budgeted retail income for the current year is £1.3 million, from 12 shops, but our vision is to double the contribution our Retail Operation makes over the next three years. With plans to open new shops, leverage our position within both the Charity Retail sector and the wider age UK Brand, invest in infrastructure and our staff, this role is pivotal to our future success. As our first Director of Retail, you will be empowered to innovate, lead change, and help us build a sustainable future.

### **JOB DESCRIPTION**

Job Title: Director of Retail, Age UK Wyvern

Salary: £50-55K (dependent upon experience)

Hours: 35 hours per week

Responsible to: CEO

Responsible for: Retail Operations Manager, Logistics Manager, future staff

Working with: SMT- Head of Resources and Finance, HR Manager, Head of Services and Quality Improvement

### **Main Purpose & Scope:**

The Director of Retail will play the pivotal role in creating and driving retail contribution for Age UK Wyvern and ensuring the financial sustainability of the charity, now and in the future. Key to this role is strategic vision; setting and achieving targets; leading and empowering a diverse team of staff and volunteers; ensuring effective systems and process; developing the retail estate; developing new retail platforms and propositions; working with colleagues to integrate retail into the income generation strategy.

The charity has a dedicated and skilled Retail Operations Manager. The Director of Retail will work with the operations manager to further embed operational processes and support the effective day to day running of the estate.

### **Key Accountabilities and areas of responsibility**

#### **Strategy and Planning:**

- Oversee retail operations, plan, set and manage the annual retail budget, ensuring income, expenditure and growth targets are achieved, as agreed with the CEO and Head of Resources and Finance. Take steps to address underperformance.
- Develop and implement strategies to maximise retail income, profitability, and efficiency both offline in our 12 shops and through establishing ecommerce platforms
- Lead on locating, securing, and realising the opening of new shops in our catchment area to grow the retail operation; ensuring shops are sourced, negotiated, and opened efficiently to fulfil strategic plans and to maximise trading potential and profit

Plan, review and action decisions relating to the retail estate including closures, break clauses, and rent reviews. Work with the resources team to manage the retail property portfolio, ensure value for money and profitability and the maintenance of the estate.

- Proactively seek opportunities to continuously improve and innovate, preparing proposals and business cases for the expansion or introduction of new initiatives
- Monitor and analyse retail performance, driving a culture of empowerment, accountability and high performance and commerciality across the operation, maximising income from sales and gift aid to increase profitability and Return On Investment.
- Ensure all shops and retail operations are representing Age UK Wyvern as the front line of our brand, maintaining high standards of presentation and customer service across the portfolio.

Together with colleagues, develop workforce planning to ensure that the present and future needs of the organisation are met.

- Manage the cost base of the retail operation by building a culture of volunteer empowerment and development, supporting colleagues to focus on recruitment, management, reward, and recognition
- Work with fundraising and marketing colleagues to ensure all opportunities to maximise income are realised (e.g., round-up and raffle sales) and that the brand guidelines are followed and messaging opportunities are maximised

#### **Leadership and team Management**

- Provide inspirational leadership to and line management for the Retail team (and future income generating colleagues) conducting regular 121's, setting objectives and KPI's and reviewing performance regularly

Manage the logistics team to ensure an effective and efficient distribution centre operation to manage donations and support the retail shops with appropriate stock.

- Lead on the annual review process for your direct reports, and ensure SMART objectives are set and monitored across the year
- Provide leadership, support, and development opportunities to the team to achieve their full potential.
- Foster a culture of continuous improvement and agile learning within the team.

Maximise the Age UK Brand through working with Age UK National and other brand partners.

Ensure that all staff and volunteers have the necessary training and skill development to fulfil their roles effectively.

Lead and promote systems development to ensure the operation benefits from new technologies.

Foster the relationship with the Charity Retail Association.

### **Budget Management**

- Manage the retail budget, ensuring income and expenditure targets are met.
- Monitor financial performance and provide regular reports and analysis to the CEO
- Identify and implement cost-saving measures without compromising service quality
- Focus on maximizing contribution and increasing ROI Strategic Planning
- Develop any new income streams, implementing robust work plans, monitoring performance, reviewing, and adapting as needed.
- Contribute to the overall income generation strategy for the charity, working closely with the CEO to align activities with the charity's mission and goals.
- Join in strategic planning meetings and provide insights on income opportunities

### **Operations**

Support the Retail Operations Manager to develop and implement all retail policies and procedures, ensuring that all staff and volunteers are operating to these procedures.

Maximise the use of EPR and work with fundraising colleagues to maximise the use of the donor CRM to ensure effective data capture and support the development of the donor journey.

Support the Retail Operations Manager and work with colleagues to ensure the effective day to day running of the retail estate including efficient rostering, stock rotation, pricing etc.

Support the Retail Operations Manager to manage day to day issues including customer, volunteer, staff, facilities issues.

Support the Operations Manager to ensure high standards of customer service via effective monitoring and training. Support the Operations Manager to engender staff, volunteer, and customer loyalty.

Support the Operations Manager and Resources team to ensure the ongoing maintenance, refurbishment of existing retail units.

Support the Logistics manager to ensure that the donated and bought in goods stock supply chain is effectively managed.

Together with colleagues manage external partners and suppliers.

### **Compliance**

- Ensure that appropriate practices, checks, risk assessments and compliance are developed to adhere to Health and Safety, Fire, Trading Standards, DDA, HMRC Gift Aid and other regulations and legislation.

Prioritise customer, staff and volunteer health and safety.

Work with the Logistics team to ensure that processes are in place for all equipment/vehicles to be maintained.

Ensure risk management processes are embedded across the retail team. Take the lead role in the analysis of incidents, both as they occur and through a regular review and learning process. Ensure that any remedial action is taken promptly.

### **General**

- To be a member of the senior management team to provide leadership and direction for the charity
- To attend staff meetings and other meetings as appropriate.
- To engage in supervision and undertake appraisals and training.
- To keep your line manager informed of any issues that may arise within retail and do so in a timely manner

- To implement Age UK's Equality and Diversity Policy and ensure that equality and diversity principles are incorporated into the planning, delivery, and monitoring of retail.
- To work within the core policies of Age UK Wyvern.
- Other such duties as may be required that are consistent with the duties and responsibilities of the post.

## **ABOUT YOU: PERSON SPECIFICATION**

- A strategic thinker with a track record of driving retail development and income growth
- Implemented operational plans, including creating and monitoring KPIs and producing performance reports.
- Proven senior experience in multi-site charity retail management.
- Strong leadership skills and the management experience to motivate and develop teams.
- Experience of managing budgets and performance analytics
- Sound knowledge of charity retail governance, legal and regulatory compliance, and best practice.
- A passion for community engagement and a commitment to our values
- Strong communication skills
- A team player, willing to work for the benefit of the charity as a whole.
- A problem solver and highly motivated individual
- A full driving licence and access to a vehicle